

**Alliance of Automotive Service Providers, Minnesota (AASP-MN)**  
**Mechanical Advisory Committee**  
**Meeting Recap**  
**Thursday, September 17, 2020**

**Present:** Randy Notto, Jeremy Nordgren, Tony Newman, Loren Feldkamp, Tom Archambault, Wayne Watson, Mike McLynn, Brian Crabtree, Judell Anderson  
**Guests:** Emily Crabtree, Tim Kruse

### **Call to Order**

In Tony's absence, Judell opened the meeting. A committee roster was distributed and the committee objective was reviewed. Participants introduced themselves.

### **Catching Up**

- A member "check-in" was conducted during which participants had an opportunity to bring their colleagues up-to-date on activities at their respective shops, particularly relating to COVID-19. Most reported that business was back to full capacity, or better.
- Judell provided an update on association events and plans for the future.
- Prospective employee screening/background checks was selected as the next Mech XChange topic.

### **Get to Know *Your Neighborhood Auto Repair Pro*<sup>™</sup>**

Three marketing agencies presented proposals for the Neighborhood Auto Repair Pro campaign: Risdall Marketing Group, Follow the Eyes and Effectv. After discussion, those present opted to retain Risdall Marketing Group to deploy a digital marketing strategy for the 2021 campaign.

### **Upcoming Events**

- GM clinics – various, September - December
- AWAIR training – TBD

### **Schedule Next Meeting & Adjourn**

The next meeting of the Mechanical Advisory Committee will be held at a date to be determined – most likely in early December.

There being no further business, the meeting was adjourned.